Exhibit A

02280.002720 PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)	
	:	Examiner: J.D. Janvier
HENRY V. IZZO ET AL.	)	
	:	TC/Art Unit: 3622
Application No.: 09/855,585	)	
	:	
Filed: May 16, 2001	)	
	:	
For: METHOD AND APPARATUS FOR ADMINISTERING A GAME OR CONTEST ON THE WORLD-WIDE-WEB (as amended)	) :) :	

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION OF ROBERT M. FRIEDMAN

I, Robert M. Friedman, declare and say that:

1. I am currently employed as a Packaging Scientist at Masterfoods USA ("Masterfoods") in Hackettstown, New Jersey. I have been employed at Masterfoods since 2001. Prior to my employment at Masterfoods, I was employed as a Senior Packaging Specialist at World Kitchen, Inc., in Greencastle, Pennsylvania, from 1998 to 2001; and as a Packaging Materials Engineering Intern at Lever Brothers Co. in Baltimore, Maryland, from 1996 to 1997.

I received a bachelor of science degree (B.S.) in Packaging Science from the Rochester Institute of Technology in 1997.

2. At Masterfoods, I am responsible for the packaging of products that are offered for sale in retail establishments, such as supermarkets, grocery stores, delicatessens, newsstands, and the like. This responsibility includes ensuring that products are packaged in the proper packaging materials and in the proper-sized containers, and are labeled with the proper information.

3. In regard to the proper labeling information, there is a predetermined set of information to be included on the label of each product offered for sale. For example, the product may be Uncle Ben's® Whole Grain Brown Rice. Each box of Uncle Ben's® Whole Grain Brown Rice is labeled with at least the following information:

(a) the weight of the contents of the box;

(b) the ingredients making up the contents of the box;

(c) the number of servings in the box;

(d) the nutritional content of each serving; and

(e) the Universal Product Code symbol.

4. More specifically, each product offered for sale is labeled with a unique Universal Product Code symbol, which includes a barcode (series of parallel lines or bars) and a series of numbers corresponding to the information encoded by the barcode. The UPC symbol

identifies the product, its size, and its variety. All identical items or units of the same product are labeled with the same UPC symbol. For example, all 16-ounce boxes of Uncle Ben's® Converted® Original Long Grain Rice have the same UPC symbol on their packaging labels, with the same series of numbers "0 54800 01002 8."

5. As mentioned above, all items or units of a product of the same type and the same size are labeled with the same information, including the same UPC symbol. Products of the same type but of different sizes are labeled with different UPC symbols. For example,

- a 32-ounce box of Uncle Ben's® Converted® Original Long Grain Rice shows the series of numbers "0 54800 **01008 0**" in its UPC symbol, whereas
- a 16-ounce box of Uncle Ben's® Converted® Original Long Grain Rice shows the series of numbers "0 54800 **01002 8**" in its UPC symbol, which is different from that of the 32-ounce box. Similarly, products of the same size but of different types are labeled with different UPC symbols. For example,
- a 6-ounce box of Uncle Ben's® Long Grain & Wild Rice "Original Recipe" shows the series of numbers "0 54800 **02001 0**" in its UPC symbol, whereas
- a 6-ounce box of Uncle Ben's® Long Grain & Wild Rice "Roasted Garlic" shows the series of numbers "0 54800 **02103 1**" in its UPC symbol, which is different from that of the "Original Recipe" box.

6. The labels for identical items or units of the same product are the same and are printed in a continuous process. In this continuous process, the same label is printed

multiple times. For example, if 100,000 boxes of 32-ounce-size Uncle Ben's® Converted® Original Long Grain Rice are to be packaged, then 100,000 labels are printed on rolls of cardboard. The rolls of cardboard with the labels printed thereon are divided into 100,000 cardboard pieces that are assembled into 100,000 boxes. Each of the 100,000 boxes is labeled with identical information, including the identical UPC symbol, such that the 100,000 boxes are indistinguishable from each other. Similarly, if 500,000 14-ounce bags of M&M'S® Peanut Chocolate Candies are to be packaged, then 500,000 labels are printed on rolls of plastic sheeting. The rolls of plastic sheeting with the labels printed thereon are divided into 500,000 pieces that are assembled into 500,000 bags. Each of the 500,000 bags is labeled with identical information, including the identical UPC symbol, such that the 500,000 bags are indistinguishable from each other.

I hereby declare under penalty of perjury that the foregoing is true and correct.

Signed on: 5-26, 2006

Robert M. Friedman

NY_Main 569002_1

Exhibit B

02280.002720 PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)	
	:	Examiner: J.D. Janvier
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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION OF DOUGLAS J. TIMBIE

I, Douglas J. Timbie, declare and say that:

1. I am currently employed at Masterfoods USA ("Masterfoods") in Hackettstown, New Jersey, as Information Systems Manager of the Research & Development Division. I have been employed at Masterfoods, formerly known as M&M/Mars, since 1977. I received a bachelor of science degree (B.S.) in Food Science from Rutgers, the State University of New Jersey, in 1972; a master of science degree (M.S.) in Food Science, in 1974, from Pennsylvania State University; and a doctorate (Ph.D.) in Food Science, in 1977, from Pennsylvania State University.

2. Among my functions at Masterfoods, I am responsible for regulatory compliance for product labeling, which involves ensuring that each product label includes all product information required by government regulations, as well as ensuring that the graphics are positioned properly and the text is sized properly and includes all the necessary information relevant to the product. I also am responsible for the development of all computer-based systems for packaging specifications.

3. In my capacity as Information Systems Manager at Masterfoods, and in my many years working with packaging specifications, I have extensive knowledge of the requirements for Universal Product Code labeling, commonly referred to as "UPC" labeling. This labeling convention was established in 1973 by the Uniform Product Code Council, which was known as the Uniform Code Council, Inc.® or the UCC™ in 2001.

4. UPC labeling refers to a combination of a machine-readable barcode ("UPC barcode") and a human-readable twelve-digit number ("UPC number") found on the packaging of nearly all nonperishable items offered for sale in retail establishments, such as supermarkets, grocery stores, delicatessens, newsstands, and the like. According to my understanding, the state of the art of UPC labeling specifications in 2001 was as follows:

A typical UPC number is divided into four areas: (a) the number system code; (b) the manufacturer ("mfg") number; (c) the product number; and (d) the check digit. Generally, the number system code is located just to the left of the barcode, the check digit is

located just to the right of the barcode, and the manufacturer number and the product number are located just below the barcode, as shown in the figure below:

(a) Number System Code: The number system code is a single digit that identifies the "type" of product it represents. The following table lists what each number system code identifies:

0	regular UPC codes
1	Reserved
2	weight items marked at store
3	national drug/health-related code
4	no format restrictions; in-store use on non-food items
5	Coupons
6	Reserved
7	regular UPC codes
8	Reserved
9	Reserved

(b) Manufacturer Number: The manufacturer number is a unique five-digit number assigned by the UCC™ to each manufacturer or company that distributes goods that will

have a UPC label. For example, the manufacturer may be Coca Cola® (manufacturer number 49000); Dole® (manufacturer number 38900); Del Monte® (manufacturer number 24000); General Mills® (manufacturer number 16000); Post® (manufacturer number 43000); or Kellogg's® (manufacturer number 38000), to name a few. A manufacturer may have more than one manufacturer number, in order to allow the different brands produced by the manufacturer to be easily distinguishable. For example, Masterfoods owns the brand, M&M'S®, which has the manufacturer number 40000, and Masterfoods also owns the brand, Uncle Ben's®, which has the manufacturer number 54800. Generally, products produced under the same brand name by a given manufacturer will have the same manufacturer number.

(c) Product Number: The product number is a unique five-digit number assigned to a product by its manufacturer. Unlike the manufacturer number, which is assigned by the UCC™, the manufacturer is free to assign unique product numbers to each of its products without consulting any other organization. Because the UCC™ ensures that the manufacturer number is unique, the manufacturer is required only to make sure that it does not "repeat" its own product numbers for a given manufacturer number. In other words, it is necessary for the manufacturer to assign a unique or different product code to each product it manufactures under a given brand name. However, all identical items of the same product have the same product number. That is, the same product number is given to all items or units sharing key characteristics such as size, type, variety, etc. The assigned product number is not to be changed during the time that items or units of that product are offered for sale, unless mandated by regulatory changes. Additionally, once an item or unit is sold into trade, its product number cannot be used on another product unless the product number has been properly retired. To

recycle or reuse a previously used product number, the product number must have been out of use for about three years after the last retail sale of the product bearing the product number. Depending on the shelf life of the product, it may take 3-5 years or longer to recycle a product number.

(d) Check Digit: The check digit is a single digit used to verify that a barcode has been scanned or read correctly. Because a scan operation can produce incorrect data due to problems such as inconsistent scanning speed, print imperfections, and the like, the check digit is used to make sure that the rest of the data in the barcode has been correctly interpreted. The check digit is calculated based on the other digits of the barcode. Normally, if the check digit is the same as the value of a digit determined based on the scanned data, there is a high level of confidence that the barcode was scanned correctly.

5. In conformity with the UPC labeling convention established by the UCC™, the item administrator at Masterfoods makes sure that identical items or units of the same product are labeled with the same UPC barcode and the same UPC number (collectively referred to as "UPC barcode/number"), and products that are different have different UPC barcodes/numbers. The following example is provided to show that different products of the same size have different UPC numbers:

- the UPC number 0 40000 **02131 5** is on all 14.0-ounce bags of M&M'S® **Milk Chocolate** Chocolate Candies, but
- the UPC number 0 40000 **02132 2** is on all 14.0-ounce bags of M&M'S® **Peanut** Chocolate Candies.

Similarly, the following examples are provided to show that the different sizes of the same product have different UPC numbers:

- the UPC number 0 40000 **02131 5** is on all 14.0-ounce bags of M&M'S® **Milk Chocolate** Chocolate Candies, but
- the UPC number 0 40000 **12131 2** is on all 21.3-ounce bags of M&M'S® **Milk Chocolate** Chocolate Candies;
- the UPC number 0 40000 **02132 2** is on all 14.0-ounce bags of M&M'S® **Peanut** Chocolate Candies, but
- the UPC number 0 40000 **12132 9** is on all 21.3-ounce bags of M&M'S® **Peanut** Chocolate Candies.

6. It is my understanding and my experience that the UPC labeling convention described in paragraph 5, above, is standard procedure and is not a procedure used only by Masterfoods.

7. It is my understanding that labeling two identical items or units of the same product with different UPC barcodes/numbers would be inappropriate and contrary to the UPC labeling convention established by the UCC™. As discussed above, the product number is limited to five digits. Therefore, the number of products that may be associated with a given manufacturer number is limited to 10^5 or 100,000, which corresponds to $10\times10\times10\times10\times10$. That is, there is a limit of 100,000 different product numbers that can be associated with each manufacturer number.

For example, Coca Cola® only can have 100,000 different products associated with its manufacturer number 49000, because there are only 100,000 possible arrangements of the numerals 0 through 9 for the product number, spanning the product numbers "00000" to "99999." Clearly, Coca Cola® produces and sells more than 100,000 identical cans of Diet COKE® soda on a regular basis (e.g., hourly, daily, etc.), and it is not possible for each can of Diet COKE® soda to have its own product number. There are not enough digits available for the product number to allow each can of Diet COKE® soda to have its own product number.

Also, in general, retail establishments use UPC barcodes/numbers to identify and price the different products that are offered for sale. It would not be practical for a retail establishment to, for example, constantly update its computer system to individually recognize the hundreds or even thousands of cans of Diet COKE® soda that regularly are shipped to the retail establishment (e.g., on a weekly or even daily basis), if each of the cans were to have different product numbers. Instead, what actually takes place is that the computer system is programmed to recognize each can of Diet COKE® soda by a single product number that represents all identical cans of Diet COKE® soda.

Additionally, a manufacturer incurs significant charges from retail establishments when the product number of a product changes to a new product number, especially when the retail establishments have to restock their shelves with items of the product with the new product number.

Clearly, the above discussion demonstrates that product numbers are intended to distinguish different products from each other, but are not intended to distinguish identical items or units of the same product from each other.

I hereby declare under penalty of perjury that the foregoing is true and correct.

Signed on: 26 May, 2006

Douglas J. Timbie

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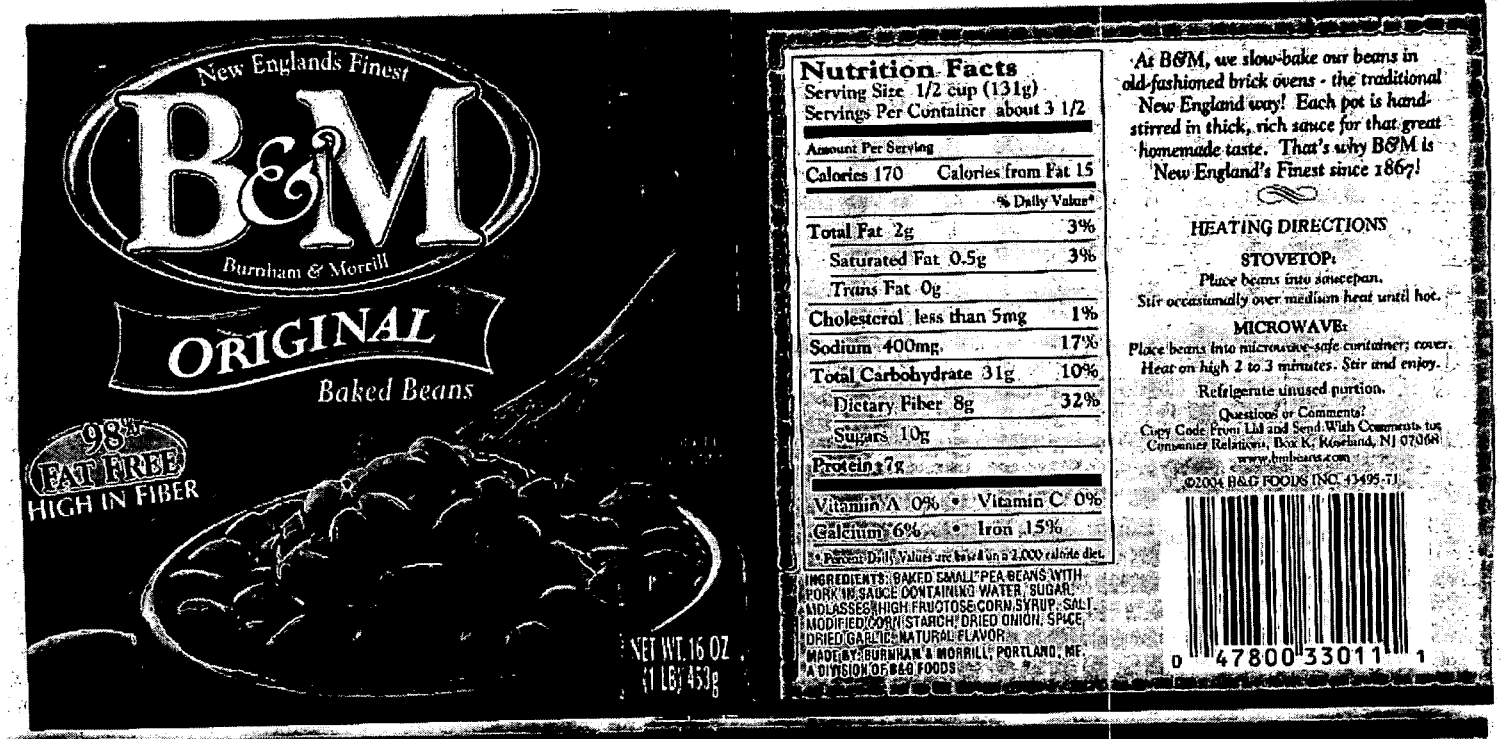

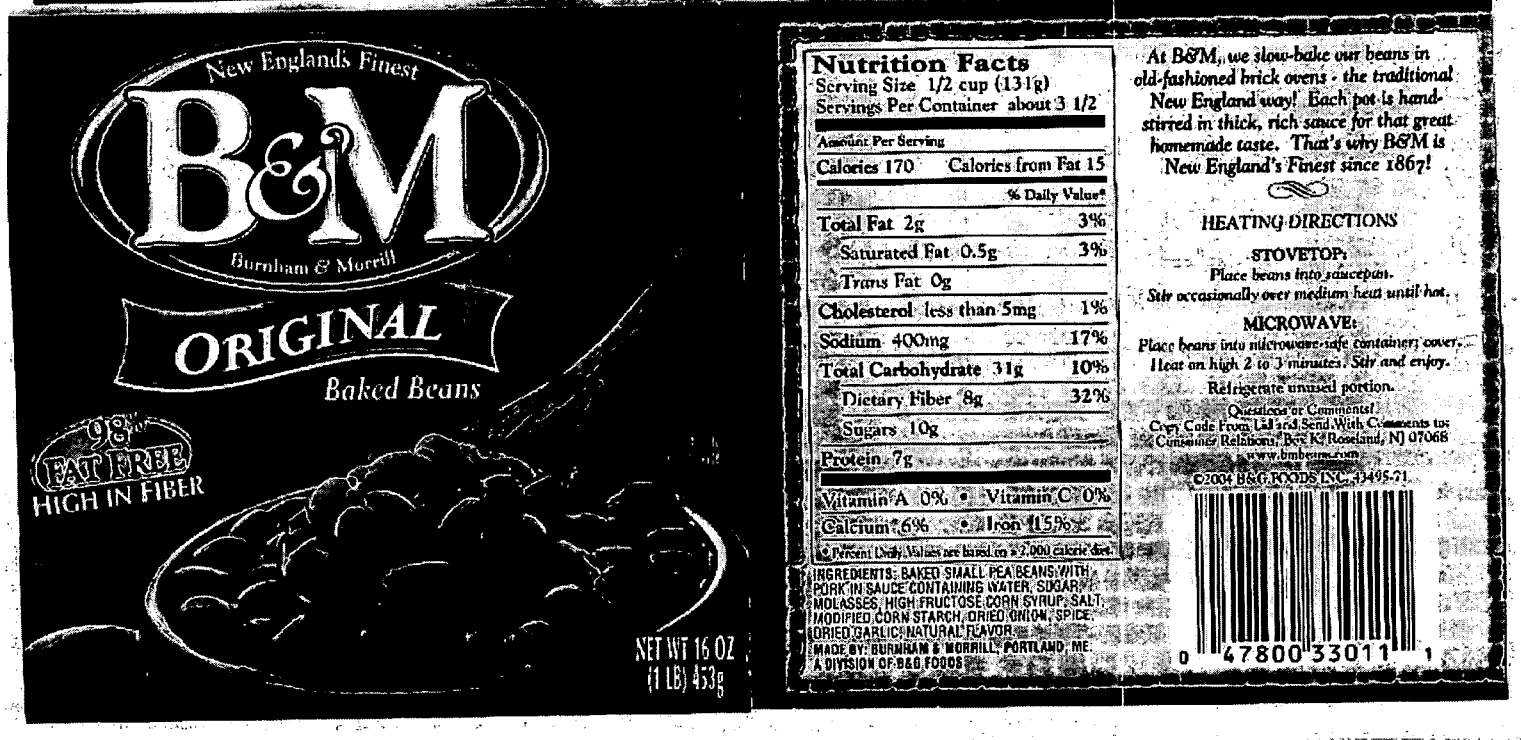

Nutrition Facts

Serving Size 1/2 cup (122g)
Servings Per Container about 4.5

Amount Per Serving
Calories 60 Calories from Fat 0

% Daily Value*

Total Fat 0g	0%
Sodium 10mg	0%
Potassium 115mg	3%
Total Carbohydrate 15g	5%
Dietary Fiber 1g	4%
Sugars 13g	
Protein 0g	

Vitamin C 25 % • Iron 2%

Not a significant source of fat, calories, fat, trans fat, cholesterol, vitamin A and calcium

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: PINEAPPLE, PINEAPPLE JUICE, WATER, CLARIFIED PINEAPPLE JUICE CONCENTRATE, ASCORBIC ACID.
MANUFACTURED FOR DOLE PACKAGED FOODS CORP.
WESTLAKE VILLAGE, CA 91362-7300

Satisfaction Guaranteed. 1-800-232-8888

Dole® Pineapple Chunks

in 100% Pineapple Juice

Life Is Sweet.™

Try a deliciously simple Honey Lime Fruit Toss.

Add to BBQ Kabobs for an easy Tropical Treat.

Mix in Gelatin - a big hit with kids.

For recipes, see reverse side of label and visit our website at www.dole.com

AFTER OPENING, REFRIGERATE CONTENTS IN GLASS OR PLASTIC CONTAINER.

PRODUCT OF THAILAND
NO PRESERVATIVES

PLEASE RECYCLE

0 38900 00473 6

Nutrition Facts

Serving Size 1/2 cup (122g)
Servings Per Container about 4.5

Amount Per Serving
Calories 60 Calories from Fat 0

% Daily Value*

Total Fat 0g	0%
Sodium 10mg	0%
Potassium 115mg	3%
Total Carbohydrate 15g	5%
Dietary Fiber 1g	4%
Sugars 13g	
Protein 0g	

Vitamin C 25 % • Iron 2%

Not a significant source of fat, calories, fat, trans fat, cholesterol, vitamin A and calcium

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: PINEAPPLE, PINEAPPLE JUICE, WATER, CLARIFIED PINEAPPLE JUICE CONCENTRATE, ASCORBIC ACID.
MANUFACTURED FOR DOLE PACKAGED FOODS CORP.
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For recipes, see reverse side of label and visit our website at www.dole.com

AFTER OPENING, REFRIGERATE CONTENTS IN GLASS OR PLASTIC CONTAINER.

PRODUCT OF THAILAND
NO PRESERVATIVES

PLEASE RECYCLE

0 38900 00473 6

Dole® Pineapple Chunks

IN 100% PINEAPPLE JUICE

NO SUGAR ADDED

NET WT. 20 OZ. (1 LB. 4 OZ.) 567g
WT. OF PINEAPPLE 14 OZ. (397g)

EAT 5-9 A DAY

One serving of this product provides one 5 A Day serving of fruit.

"Diets rich in fruits & vegetables may reduce the risk of some types of cancer and other chronic diseases."
- National Cancer Institute

HIGH IN ANTIOXIDANT VITAMIN C

Dole® Pineapple Chunks

IN 100% PINEAPPLE JUICE

NO SUGAR ADDED

NET WT. 20 OZ. (1 LB. 4 OZ.) 567g
WT. OF PINEAPPLE 14 OZ. (397g)

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"Diets rich in fruits & vegetables may reduce the risk of some types of cancer and other chronic dise
- National Cancer In

HIGH IN ANTIOXIDA VITAMIN

Exhibit D

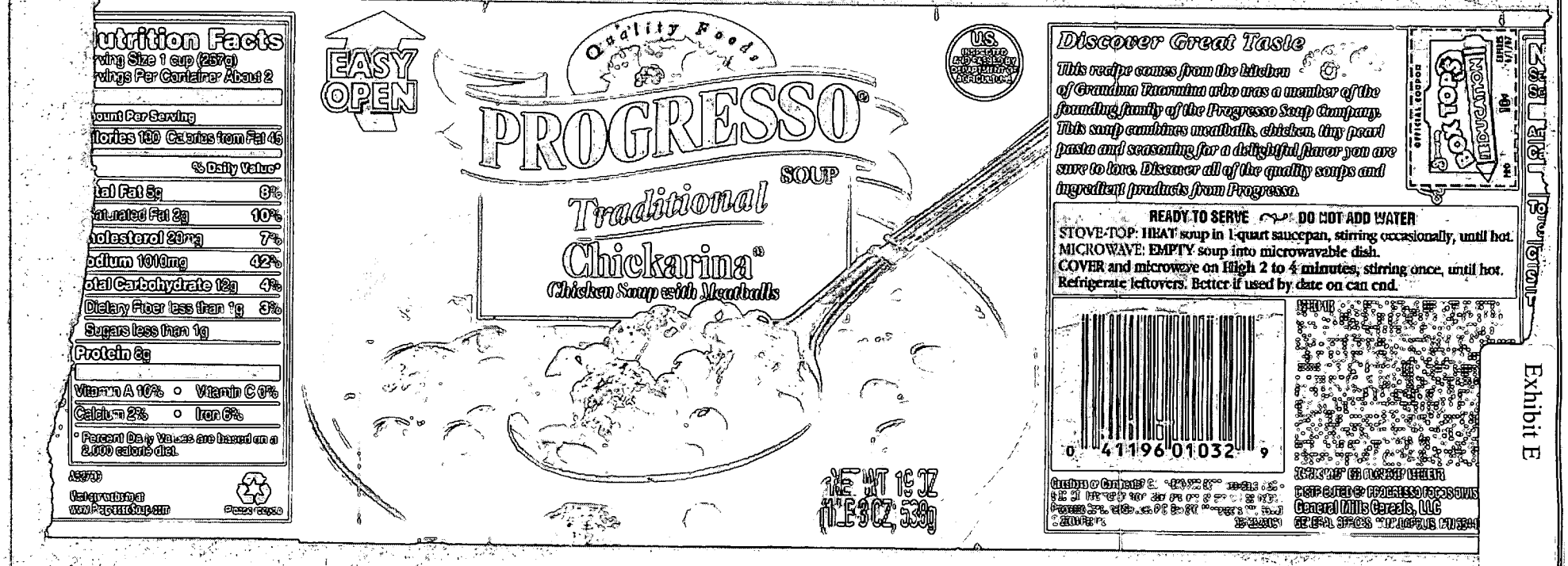

Exhibit E

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